



KSHB-TV

ORDER

Print Date 11/02/12 Page 1 of 2

Flight Dates 11/03/12-11/06/12

Contract / Revision 316686 /

Original Date / Revision
11/02/12 11/02/12

Advertiser Spence / Republican / Gove

Agency Smart Media Group

Buying Contact

814 King Street - Suite 400
Alexandria, VA 22314-3039

Product

Spenc- Spence For MO Govenor 21

Agency Com 15%

Billing Contact

814 King Street - Suite 400
Alexandria, VA 22314-3039

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # N02N06

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Tara Washburn

Account Executive	Order%	Start Date	End Date
Tara Washburn	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
KCPT	%	
KCTV	%	
KCWE	%	
KMBC	%	
KMCI	%	
KPXE	%	
KSMO	%	
UNKWN	100%	
WDAF	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	14	\$3,251.25	\$3,825.00	0.00	10/29/12	11/06/12	14	\$3,251.25	\$3,825.00
Totals	14	\$3,251.25	\$3,825.00	0.00					

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KSHB	11/05/12	11/06/12	Today Show II Today Show II	CM	9-10a	12-----	:30	3	\$400.00	FX	0.00 NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	12-----			3		\$400.00		0.00			
N 2	KSHB	11/05/12	11/06/12	M-F 10-11a M-F 10-11a	CM	10-11a	11-----	:30	2	\$175.00	P-2	0.00 NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	11-----			2		\$175.00		0.00			
N 3	KSHB	11/05/12	11/05/12	M-F 12-1p M-F 12-1p	CM	12-1p	M-----	:30	1	\$150.00	P-1	0.00 NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----			1		\$150.00		0.00			

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 4	KSHB	11/05/12	11/05/12	M-F 1-2p M-F 1-2p	CM	1-2p	M-----	:30	2	\$100.00	P-2	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		11/05/12	11/11/12	M-----	2		\$100.00	0.00							
N 5	KSHB	11/05/12	11/05/12	M-F 4-430p Jeopardy	CM	4-430p	M-----	:30	1	\$700.00	FX	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		11/05/12	11/11/12	M-----	1		\$700.00	0.00							
N 6	KSHB	11/03/12	11/04/12	Sa Today Show Sa Today Show	CM	6-8a	-----S-	:30	1	\$225.00	P-1	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/29/12	11/04/12	-----S-	1		\$225.00	0.00							
N 7	KSHB	11/03/12	11/04/12	NBC Action News at 6p Sa 6-630p	CM	6-630p	-----S-	:30	1	\$450.00	P-1	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/29/12	11/04/12	-----S-	1		\$450.00	0.00							
N 8	KSHB	11/03/12	11/04/12	Sun 8-9a Sun 8-9a	CM	8-9a	-----S	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/29/12	11/04/12	-----S	1		\$250.00	0.00							
N 9	KSHB	11/05/12	11/05/12	M-F 12-1p M-F 12-1p	CM	12-1p	M-----	:30	2	\$150.00	P-1	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		11/05/12	11/11/12	M-----	2		\$150.00	0.00							
Totals														14	\$3,825.00